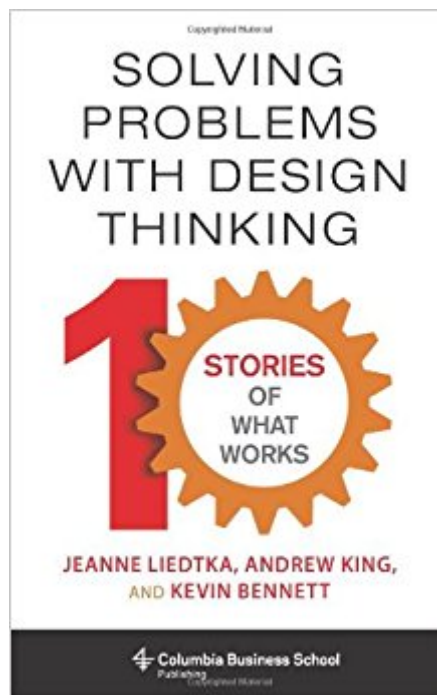# Solving Problems With Design Thinking: Ten Stories Of What Works (Columbia Business School Publishing)

Synopsis

Design-oriented firms such as Apple and IDEO have demonstrated how design thinking can affect business results. However, most managers lack a sense of how to use this new approach for issues other than product development and sales growth. Solving Problems with Design Thinking details ten real-world examples of managers who successfully applied design methods at 3M, Toyota, IBM, Intuit, and SAP; entrepreneurial start-ups such as MeYou Health; and government and social sector organizations, including the City of Dublin and Denmark's The Good Kitchen.Using design skills such as ethnography, visualization, storytelling, and experimentation, these managers produced innovative solutions to such problems as implementing strategy, supporting a sales force, redesigning internal processes, feeding the elderly, and engaging citizens. They elaborate on the challenges they faced and the processes and tools they used, providing a clear path to implementation based on the principles and practices laid out in Jeanne Liedtka and Tim Ogilvie's Designing for Growth: A Design Thinking Tool Kit for Managers.

Book Information

Series: Columbia Business School Publishing (Book 2)

Hardcover: 232 pages

Publisher: Columbia University Press (September 3, 2013)

Language: English

ISBN-10: 0231163568

ISBN-13: 978-0231163569

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (19 customer reviews)

Best Sellers Rank: #35,236 in Books (See Top 100 in Books)   #27 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design   #27 inÂ Books > Business & Money > Processes & Infrastructure > Structural Adjustment   #30 inÂ Books > Business & Money > Processes & Infrastructure > Organizational Change

Customer Reviews

Here's how Jeanne Liedtka, Andrew King, and Kevin Bennett frame the information, insights, and counsel they provide in this brilliant book: "In the spring of 2010 the Design Management Institute (DMI) and researchers at the University of Virginia's Darden School of Business (a team that included us) launched a multistage research program to assess the prevalence and impact of

design thinking in business organizations. Sponsored by the Batten Institute, a center for the study of entrepreneurship and innovation at Daren, the study set out to develop an understanding of the extent to which the methods, techniques, and processes traditionally associated with design and designers had been adopted within established business and social sector organizations." This, then, is a research-driven book, as are almost all other great works of non-fiction.What they discovered "was so inspiring that we decided to write this book, in the hope that we could help the people we cared most about -- managers and designers -- see new possibilities to break through inertia and politics to use design thinking to accomplish the things we believed it was capable of, if we could only get it into the right hands." Please keep that in mind when you read it, holding the book in your own hands.I commend Liedtka, King, and Bennett on their skillful use of reader-friendly devices such as the format they use for mini-commentaries on the ten exemplary companies (IBM, Suncorp, 3M, SAP, Toyota, MeYou Health, FiDJI, The Good Kitchen, Citizens of Dublin, and Intuit): The Business Problem, The Context, Designer's Contribution, and as a conclusion, What do We Take Away from [given company's] Story?

First, this is a GREAT little book on Kindle or your cloud-- the publishers/ authors knew better than to use mice sized illustrations, formulas that get slaughtered, etc. on e-readers. The little "essence" curve diagram for design thinking, for example, (based on the more expensive and thorough previous text like books by these authors) is large, crisp, and nicely embedded in the Kindle page spread about asking the four DT "Whats" about what is, what if, what wows and what works.In the sense of Gail Fairhurst's powerful framing book (The Power of Framing: Creating the Language of Leadership) this little book contains illustrative stories about how the frame of "design thinking" (a combination of creativity, customer research, engineering and marketing all rolled up into a strawman "how designers think" model) make folks like Apple successful.This is where I start to differ a little with the publisher's promos. The book, in promo, comes off as a "big company" text-- how to get around the politics of managers not thinking they are creative and selling new and innovative ideas to "execs." Well, frankly, this book and frame work just as well if you're an infopreneur wearing the design, management, accounting and distribution hats on different days in a one person writing, software development, consulting, etc. company! This book is a kindof "lab" for the lectures of the author's other fine, larger texts on design thinking, as it cuts right to the chase of real world stories (also a DT technique!). Frankly, I've read all three books in the series and will opine that this one is fine to grok the whole idea.

Solving Problems with Design Thinking: Ten Stories of What Works (Columbia Business School Publishing) Solving Problems with Design Thinking: Ten Stories of What Works Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia Business School Publishing) Designing for Growth: A Design Thinking Toolkit for Managers (Columbia Business School Publishing) Kindle Publishing Box Set: How To Write A Book In Less Than 24 Hours, K Money Mastery & Kindle Marketing Secrets (Kindle Publishing, Kindle Marketing, Book Publishing, E-Book Publishing) Capital and the Common Good: How Innovative Finance Is Tackling the World's Most Urgent Problems (Columbia Business School Publishing) The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing) The Most Important Thing Illuminated: Uncommon Sense for the Thoughtful Investor (Columbia Business School Publishing) The Most Important Thing: Uncommon Sense for the Thoughtful Investor (Columbia Business School Publishing) Inside the Investments of Warren Buffett: Twenty Cases (Columbia Business School Publishing) Charlie Munger: The Complete Investor (Columbia Business School Publishing) More Than You Know: Finding Financial Wisdom in Unconventional Places (Updated and Expanded) (Columbia Business School Publishing) What I Learned Losing a Million Dollars (Columbia Business School Publishing) Interest Rate Swaps and Other Derivatives (Columbia Business School Publishing) Investing: The Last Liberal Art (Columbia Business School Publishing) Book of Value: The Fine Art of Investing Wisely (Columbia Business School Publishing) Creative Strategy: A Guide for Innovation (Columbia Business School Publishing) The Activist Director: Lessons from the Boardroom and the Future of the Corporation (Columbia Business School Publishing) Strategic Intuition: The Creative Spark in Human Achievement (Columbia Business School Publishing)